Fred Weber

Chief Technical Officer

November 12, 2004

AMD Commercial Strategy
Server/Workstation Product Strategy

Leverage Direct Connect Architecture and add enterprise features

- Multi-core
- Virtualization
- Reliability Availability Scalability (RAS)

Broad product line

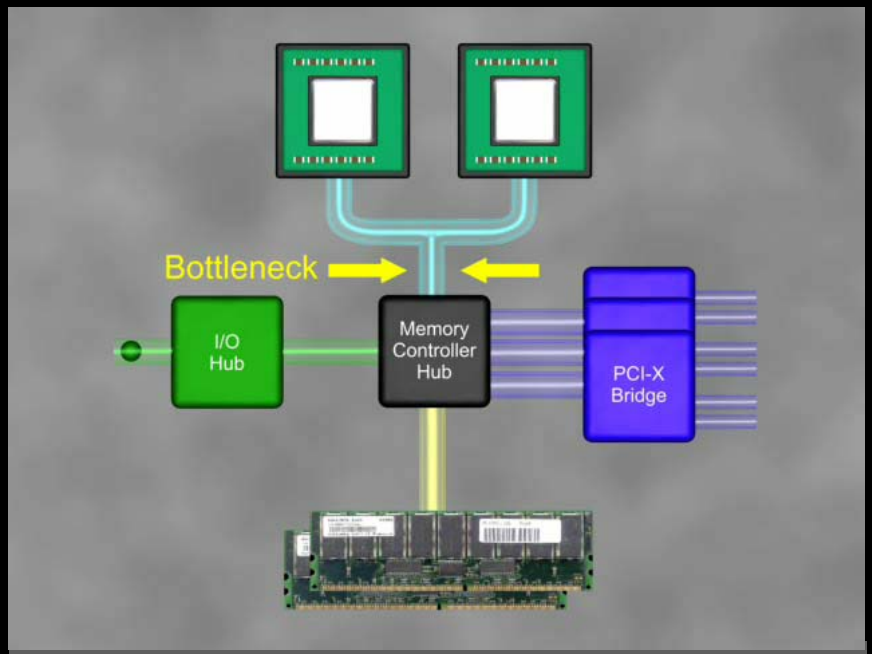
- Blades through large symmetric multi-processing (SMP)

Lead in performance/per watt/per dollar

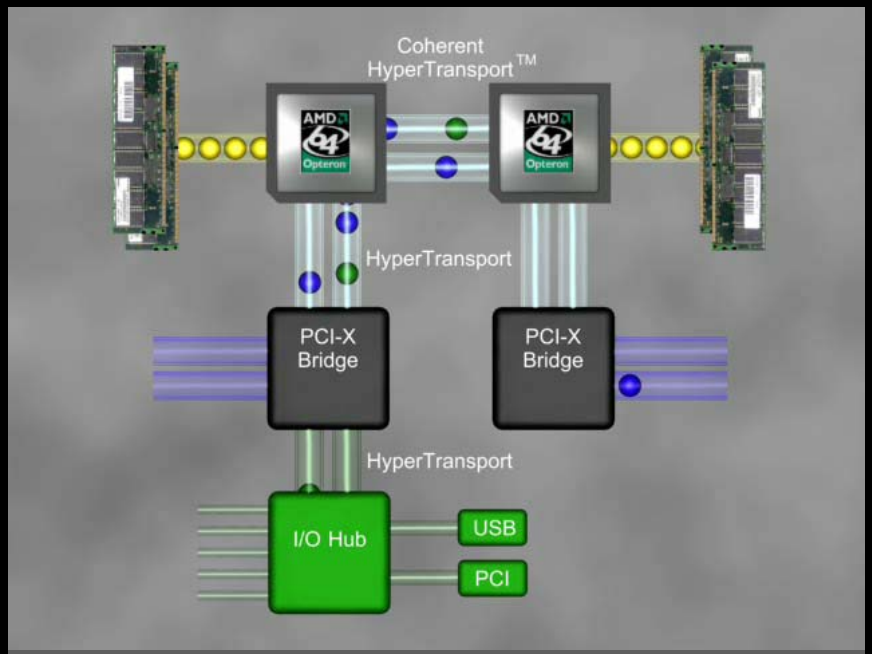
Sell AMD Opteron™ processors into non-traditional server markets

- NAS, SAN, network appliances, Telco

Superiority of the AMD Direct Connect Architecture



Competitor "Front-Side Bus" Approach



AMD Direct Connect Architecture

Direct Connect Architecture helps eliminate the bottlenecks inherent in a front-side bus by directly connecting the processors, the memory controller and the I/O to the central processor unit to enable improved overall system performance and efficiency

Leading the Industry to 64-bit, x86 Multi-Core

We Promised it First

October 1999	AMD announces multi-core-enabled processor design at Fall Microprocessor Forum.

"AMD plans to deploy multiple x86-64 processors on a single die."

We're Delivering it First

June 2004	AMD announces it completed dual-core AMD64 design
August 2004	AMD demonstrates industry's first x86, dual-core processor on a shipping platform
Mid 2005	AMD expects to be first to introduce dual-core processors for the one- to eight-socket server and workstation market

Not All Software is Created Equal
Remember Amdahl's Law

AMD

Today Only a Small Number of Jobs Benefit from More than 8 Cores

100% Parallel

Analogy "Colonizing"

Analogy "Plowing"

Analogy "Pitching"

HPC

Storage Server Workstation

Desktop

Majority of Enterprise Computing Jobs Benefit the Most from 2-8 Cores

Many Enterprise Computing Jobs Continue to Benefit the Most from 1 High Performance Core

INSTALLED x86 SOFTWARE BASE

100% Serial

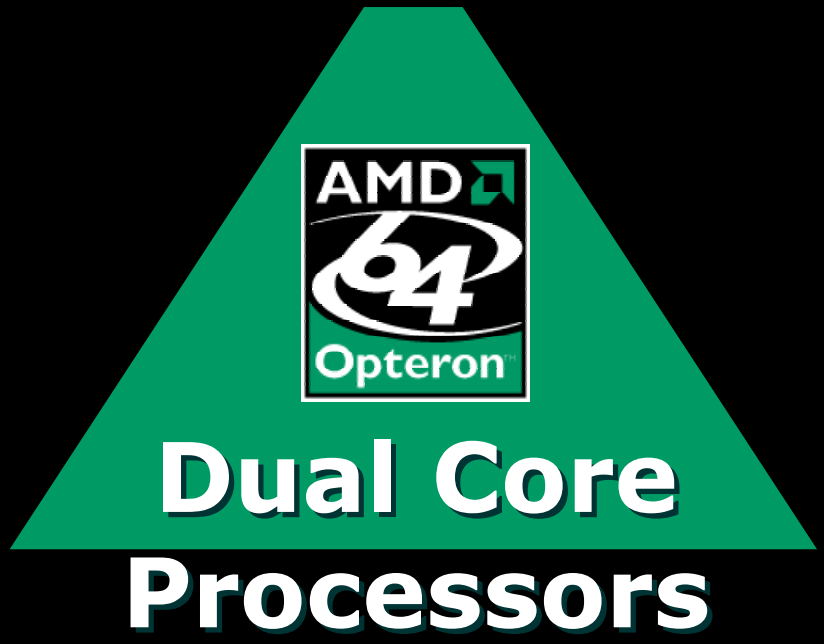
AMD 64 Dual-core Processors:
Will give Enterprises what they need most *Now*:

Immediate performance boost

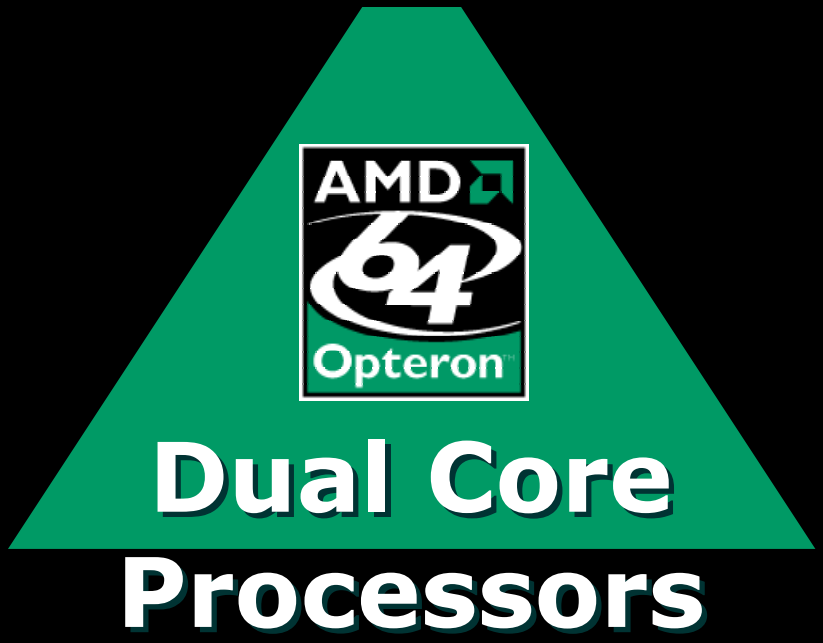
All Major OSes and many applications are ready now

Minimum infrastructure disruption and maximum investment protection

All the benefits of AMD 64 with Direct Connect Architecture enhanced virus protection



Will Provide the Largest Immediate Benefit to the Most Critical Applications



- **Database and data mining**
- **Web and transaction serving**
- **Digital content creation**
- **SAN/NAS**
- **Mathematical analysis**
- **Multi-task client devices**
  - **Virus**
  - **Compression**
  - **Media**

Mid-2005: AMD Opteron™ Processor Dual-Core

90nm Process

Approximately same die size as 130nm single-core AMD Opteron™ processor*

~205 million transistors*

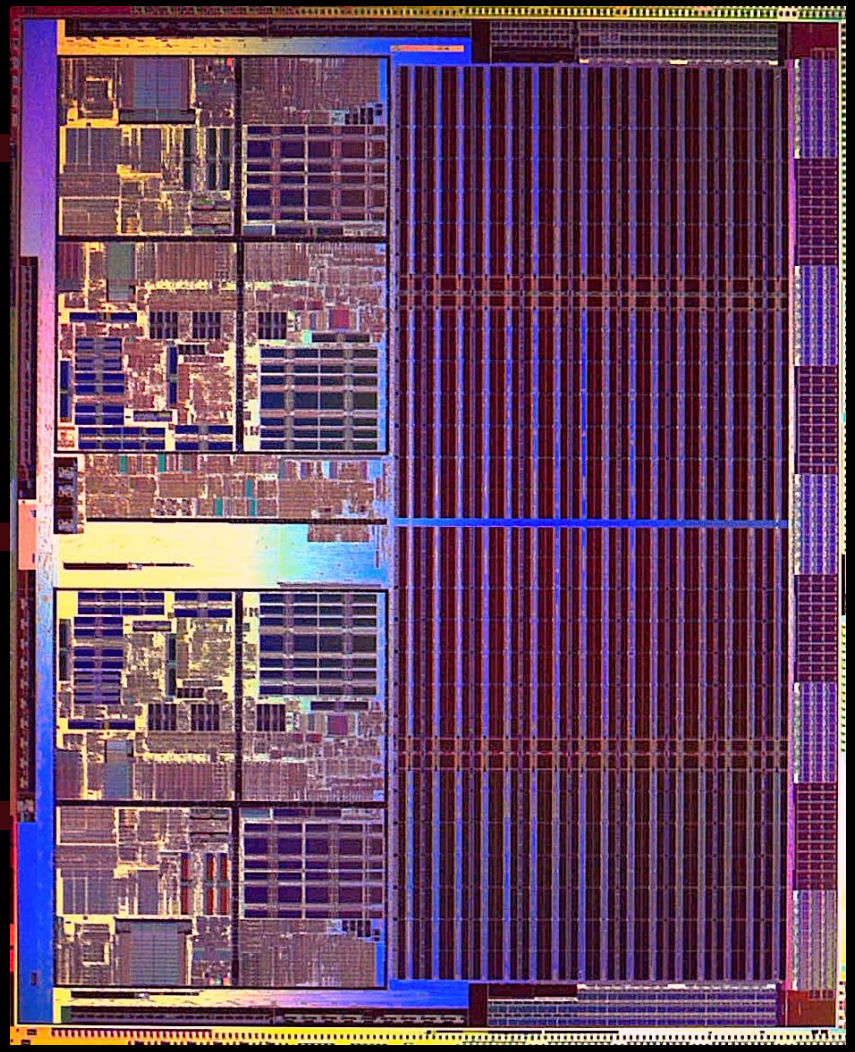
95 Watt Power Envelope

Fits into 90nm power infrastructure

940 Socket Compatible

All that's needed is a BIOS upgrade

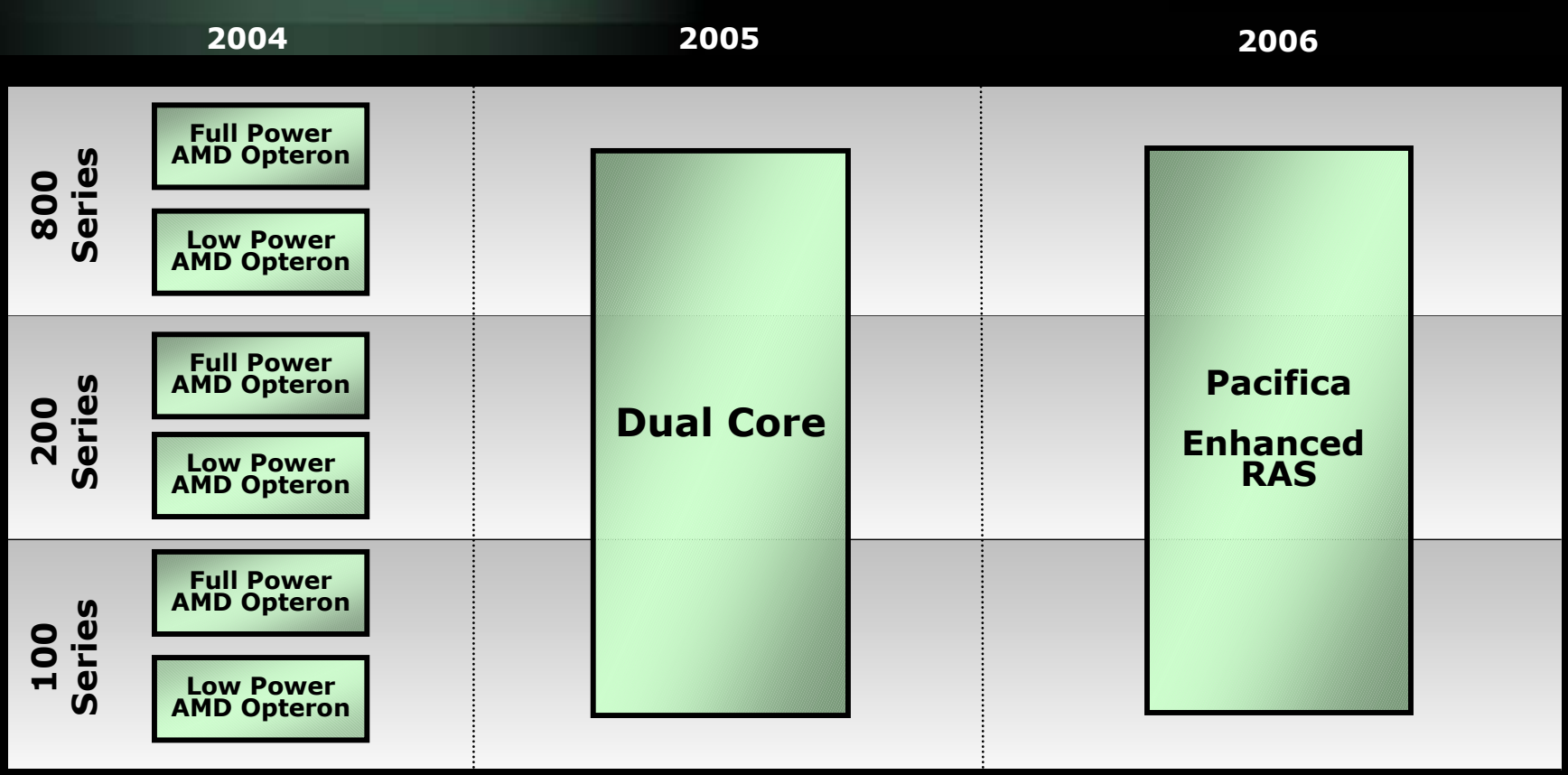
Compatible with all motherboards designed to our 90nm specification



**Based on current revisions of the design*

11/12/2004

Server/WS Processor Roadmap



Focus: Continuous increase in Performance/Watt/$

The Road Ahead

More Cores

2, 4, 8

New Memory Support

DDR2, DDR3, FBDIMM

Faster Input/Output

HyperTransport™3 technology, PCI Express Gen 2

Better Power Management

Split power planes allow CPU core voltage to be reduced, while NB services probes, memory requests

Trusted Computing

Enhanced Virus Protection, Presidio

AMD

2004 Analyst Day

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